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PRESS RELEASE FOR IMMEDIATE RELEASE

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Keep Mohawk Valley Beautiful Launches 2021 Regional Clean & Green Effort in a “Quaran-TEAM” Way

Kick-Off Event for Regional Clean & Green Effort will be Saturday, April 24th at Hanna Park at 10 AM.

Keep Mohawk Valley Beautiful (KMVB), a six-county NYS affiliate of the national Keep America Beautiful (KAB) program, is launching the 20th annual **Clean & Green Effort**, scheduled for April 1 – June 20. KMVB is a standing committee of the Mohawk Valley Economic Development District, Inc. (MVEDD).

KAB works to create sustainable communities that are socially connected, environmentally healthy, and economically sound and their annual Cleanup effort is part the country’s largest community improvement program. Each spring KAB affiliates, like KMVB, engage more than 4 million volunteers in more than 20,000 communities nationwide. “We intend to have local volunteers in the six-County Mohawk Valley Region take action to work on beautifying and cleaning areas along the canal and other waterways, parks, recreation areas and streets,” said Stephen Smith, MVEDD Executive Director.

KMVB will be hosting a kick-off event to celebrate the 2021 Regional Clean & Green Effort in a “Quaran-TEAM” Way on **Saturday, April 24th at 10 AM at Hanna Park, Utica, NY**. Registered cleanup groups will be able to pick up free materials at the event from 10 AM – 2 PM.

The regional Clean and Green “Quaran-TEAM” effort offers individuals and families who are quarantined together to break up their day by taking a walk outside alone or as a family to clean up litter along their property/streets and surrounding areas. “We intend to have adults and children in the six-County Mohawk Valley Region take action to work on beautifying and cleaning areas across their communities while adhering to federal, state and local public health guidelines regarding the COVID-19 pandemic,” continued Smith.

KMVB also invites businesses, organizations, and community groups to register cleanup or beautification events in the Mohawk Valley region.

KMVB reminds volunteers participating in the “QuaranTeam” Cleanup to wear Personal Protection Equipment (PPE) such as masks and gloves when appropriate during litter cleanups.

This year, KMVB welcomes the Genesis Group of the Mohawk Valley Region as a partner in the regional Clean & Green Effort. “Promoting and collaborating litter cleanups, community gardens, recycling and beautification across the region showcases the significant impact volunteers across the Mohawk Valley can make by working together,” stated Raymond J. Durso, Genesis Group President & CEO. “Additionally, these collective efforts help leverage other public and private resources to positively impact our region,” he continued.



Jamie Tuttle, Recycling Educator of the Oneida-Herkimer Solid Waste Authority (Authority) and partner in the Cleanup Program, said “While KMVB along with other organizations plan volunteer events structured to clean up and beautify public areas, they also focus on inspiring generations of environmental stewards. KMVB is cleaning up, yes, but we are also changing behaviors by engaging the enthusiasm of involved young people,” said Tuttle.

By registering your event on the ohswa.org website, you are eligible to receive **free materials** including gloves, trash bags, and other assistance. KMVB encourages any individual or group hosting a cleanup, community garden, recycling or beautification project – new or existing – to register their event. In addition to free materials and resources, registrants will be highlighted for their efforts on the Authority website and KMVB social media platforms.



To register your event or volunteer your time, visit www.ohswa.org. (Click *Great American Cleanup*.) You may also follow KMVB on Facebook (*Keep Mohawk Valley Beautiful – KMVB*) for additional information. If you would like to report a site that needs to be cleaned or rehabilitated, email Jamie Tuttle, Authority Recycling Educator at jamiet@ohswa.org. To donate funding or materials, call (315) 733-1224 ext. 2300.

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